

2009 Parade of Homes Entry Packet

The 2009 Parade of Homes is just around the corner! Custom or spec, your entry is sure to highlight your innovative ideas, dynamic floor plans and fine craftsmanship for the many visitors who are interested in a new home and the Asheville area. New to this year's Parade we will allow complete renovations to be entered. We are excited about this new opportunity to showcase our members homes.

Our association will continue to offer a full color, glossy magazine publication for the 2009 Parade of Homes. We had excellent feedback last year regarding the publication and the Parade and look forward to another successful year. This year we will continue to feature an entire website dedicated to the Parade of Homes, www.ashevilleparadeofhomes.com Viewers will be able to access the website to view entries and a comprehensive member directory, while also utilizing a mapping feature and online voting.

We will again feature a promotional map which will include a listing of each entry while noting its location on the map and its page number in the publication. This year we will distribute 65,000 copies of the map.

As always, the Parade Magazine will include the home's features, floor plan, rendering, directions and a builder profile. In addition, the Parade Magazine will feature our Annual Sponsors as well as our member companies that choose to advertise within the publication.

Many of our Associate Members are offering special discounts to Builders participating in the Parade. Please visit www.ashevillehba.com and click on Parade of Homes link to see an up to the minute listing of all of the Associate Member discounts being offered.

The Parade of Homes will be October 10-11 & 17-18 from 12:00pm-5:00pm each day. This four day event is open to the public and the goal of the AHBA is to educate and reconfirm to the public that now is the time to buy a new home!

We look forward to your entry! Please review the attached packet and contact the AHBA Office at (828) 299-7001 with any questions. Remember, as you prepare to enter the 2009 Parade of Homes you can submit your entry online at ashevillehba.com or you may complete this paper version!

2009 Dates & Entry Fees

Early Bird Special

⇒ Entries received by Friday, May 29 will be \$1250

Second Deadline

⇒ Entries received between May 30 & June 16 will be \$1550

Final Deadline

⇒ Entries received between June 17 & June 30 will be \$1850

Last Minute Entries

⇒ Entries received after June 30 deadline will be \$2150

Multiple Entries: Builders entering more than one entry will receive a discount of \$100 per additional entry.

Surrounding HBA Members: We will accept entries from HBA Members of the following counties: Haywood, Hendersonville, Transylvania, Madison, Yancey, McDowell & Rutherford at the AHBA Member Rate plus a charge of \$300.

Judging Eligibility: Only AHBA Member Entries will be eligible for judging and there must be a minimum of 3 entries per county for judging. Homes previously entered and/or judged in an AHBA Parade of Homes are eligible to be re-entered and included in judging again.

Information Required by Entry Deadline: It is important to note that for 2009 all entry information must be completed and submitted at time of entry in order to qualify for deadline. Incomplete submissions will be returned. See details on right regarding new rendering procedures, etc.

Completed Entry Package Guidelines

We strive to make each Parade of Homes a success. In order to do so, please adhere to the following guidelines:

- ◆ Builder Entry Packet must be completed in its entirety & returned to the AHBA by the deadlines noted above.
 - ◆ Full payment must be received with each entry—no exceptions!
 - ◆ Adherence to Art Specifications—elevation, floor plans, photos, logos, spec sheet, etc. MUST BE SUBMITTED at time of entry in order to be eligible for the respective deadline prices.
 - ◆ The AHBA must enforce all deadlines, as listed above.
- NO EXCEPTIONS! Incomplete entries will be returned.**

2009 Changes & Updates

Renderings

- Based on feedback, we are pleased to announce that the color rendering of each entry is included in the entry fee. It will be the builders responsibility to provide an electronic or paper elevation of the home (black and white) and the AHBA will contract Lorraine Plaxico to create color renderings of all entries from the elevations. This should prove to be a huge time and cost savings to the builders. Please be aware that the elevation is DUE AT THE TIME OF ENTRY. See pages 3 and 4 for details!

Complete Renovations

- Will be allowed in the Parade as long as the following criteria is met: total renovation of home, home may not be occupied.

Minimum to Enter Parade

- Home Must be **Dried In** by August 5th
- Dried In Status = Roof and Wall Sheathing
- Spot checks will be conducted on August 5, 6 & 7 any entry not meeting *Dried In Status* will be removed from the publication and refunded their entry fee less a 20% processing fee. *No Exceptions

Judging Categories

- Entries for judging will be classified in the following categories: 1. New Construction Single Family Homes by price categories, 2. Townhomes, 3. Condos, 4. Complete Renovations. See Judging Eligibility on left.

Under Construction Banners

- You must confirm your judging status with the AHBA by August 5th: Fully Accessible - To be Judged, Partially Accessible - Not to be Judged, or Not Accessible - Drive by Only. *Note these descriptions will be displayed on entry pages

Builder Affidavit - must be completed and delivered to the AHBA Office by Tuesday, October 6th by 4 pm. *No Builder Affidavit = No Judging

"If Homes Sales Policy"

- If home sells BEFORE July 7th, Entry will be removed from book and monies refunded less a 20% processing fee.
- If home sells AFTER July 7th, Entry remains in book with "SOLD—Not Open For Viewing" banner and builder is given a 50% credit for 2010 Parade Entry. Builder is responsible for additional signage on the days of the Parade when home is closed.

Parade Weekend Hours - NEW!

- Homes must be on display from 12pm to 5pm each day of the Parade. **1**

ENTRY INFORMATION SHEET

Please complete for your entry in the 2008 Parade of Homes. PRINT LEGIBLY.

Builder Name: _____

Company Name: _____
(List as it will appear in POH Magazine)

Company Mailing Address: _____

City/State/Zip: _____

Email: _____

NC Builder License Number: _____ Qualifier: _____

Phone: _____ Cell: _____ Fax: _____

Entry Details

Street Address of Entry: _____

City: _____ State: _____ 9-digit zip: _____ Subdivision: _____

Type of Home: Single Family Town home Condominium Modular (off frame only)

Type of Construction: New Construction Complete Renovation

Price of Home: _____ Estimated Lot Price: _____ Heated Square Footage: _____
(sale price—including lot price and options/extras) (for judging purposes only)

Realtor Name: _____ Company Name: _____

Realtor Phone: _____ Realtor Cell: _____

***You may submit a realtor's company logo in a 300 dpi jpeg or tiff on CD to AHBA with this packet**

Will this home be Dried In by August 5th? Yes No
(See definition on previous page, Spot checks will be conducted on August 5, 6 and 7, any entry not meeting Dried In Status will be removed from the publication and refunded their entry fee less a 20% processing fee.)

Will this home be Substantially Complete for judging by Tuesday, October 6th? Yes No

Required Additional Items:

Please submit the following in an electronic document format. All materials must be submitted at time of entry - NO EXCEPTIONS!

Special Features- Please provide up to ten (10) most important features of your home entry.
Note: Info must be as accurate as possible

Directions to Home- Be clear and explicit in 45 words or less.

Builder Biography – Please submit bio in paragraph form - **no more than 100 words**. Please submit in an electronic Microsoft Word Document. Possible items to include in bio: Company name, years in business, specialties, awards, previous & recent projects and number of years in the AHBA Parade of Homes. Note this will be displayed on your builder entry page.

Builder Photo- Please submit a head/chest shot for your builder entry page. Please submit digitally at 300 dpi. No web photos will be accepted. Minimum size 2 x 2

Logos- Please submit up to **3 logos** to be included on your builder entry page in the Parade Magazine. Must be submitted in High-resolution Electronic Format. Acceptable formats are JPEG, TIFF or EPS. Must be at least 300 dpi. Possible logos would include: company logo, development/subdivision logo, Energy Star logo, NC Healthy Built Homes logos, WNCGBC logo, your realtors logo, etc.

Elevation, Spec Sheet and Floor plan(s)- Please refer to details on 3, 4 and 5 of this packet.

ARTWORK SPECIFICATIONS & REQUIREMENTS

New in 2009—Your entry fee includes your rendering but you must provide a clean elevation. It is important to note that rendering and floor plans will be required at time of entry. In order to be eligible for the respective deadlines you must have the completed builder packet, elevation and floor plans submitted with payment by the respective entry deadlines.

ELEVATION REQUIREMENTS

In response to builder feedback, we have made a change to this year's rendering process. In the past, builders have paid their entry fee for the Parade and an additional fee, outside of their entry fee, to have a color rendering drawn by an outside firm. This year we are including a color rendering in the price of a Parade Entry. In order to make this happen we have had to slightly increase the entry price and we are now requiring that a builder simply submit an electronic or paper elevation at time of entry. See below for more details.

Required Information to be provided by builder at time of entry:

- Builder entering home must submit an electronic or paper elevation* of Parade Entry by respective deadline. *definition of elevation: front, side or rear view of the house, from a blueprint or computer drawing, with solid lines and where there are no arrow, notes, dimensions, etc. Straight on view of home, no perspectives or 3D images will be accepted
- Elevation submitted at time of entry will be required to be approved by the AHBA. Any elevation that does not follow the "Clean Elevation" guidelines on page 4 of this document will be returned to the builder for modification. Please refer to "Need for Re-draw" information on page 4 if necessary.
- Acceptable electronic formats are: TIFF, PDF or Jpeg. It is preferred that the elevation be submitted in black and white. Elevation will be accepted by email or on a disk.
- Builder entering home must complete the 2009 Parade of Homes Rendering Information Sheet on page 5 of the Entry Packet.

From elevation, provided by builder, the AHBA will contract Lorraine Plaxico to color, landscape and prepare rendering for Parade of Homes Magazine. During the Parade of Homes Builder Open House builders will be able to pick up a copy of the Color Sketch Rendering for their future use. Any builder wishing to receive the rendering on disk in lieu of the paper version will need to contact Lorraine Plaxico directly.

FLOOR PLAN REQUIREMENTS

Floor plans will be published as they are submitted.

Required information to be provided by builder at time of entry:

- Builder entering home must submit an electronic version of Parade Entry floor plan(s).
- Floor plan(s) must be clear and legible for publication.
- Floor plan(s) must be submitted in High-resolution electronic format.
- Acceptable formats are TIFF, PDF and Jpeg. Must be at least 300dpi (ask your architect for this.)

PROOFING RESPONSIBILITY

You will receive your proof via email and you will have approximately 48 hours to proof the entry and respond with changes. It is your responsibility to review your proof(s) by the date requested and contact the AHBA with any corrections.

Proof Contact Agreement - please fill in form below and sign:

I _____ request that _____ be the contact for all proofs and communications
Builder Name *Builder or Realtor (select ONE)*
regarding my entry in the 2009 Parade of Homes.

Proof Contact Name: _____

Proof Contact Number: Office: _____ Cell: _____ Email: _____

Builder Signature: _____ Date: _____

ELEVATION GUIDELINES

1. "CLEAN" ELEVATION: From a blueprint or computer drawing, with solid lines and where there are no arrows, notes, dimensions, etc. All that is needed is to add landscaping and color



2. "NEED FOR REDRAW": Lines are rough or there are details notes, dimensions, arrows, etc.



3. MAJOR CHANGES TO HOUSE: Doors, windows, porches, roofs or other elements have different placement, style, or design, requiring parts of the house to be added or changed.

Changing of materials (siding to stone, etc)

(Flipping a house is not considered a major change).

These changes can be done by the builder's architect or draftsman or they can contact Lorraine Plaxico for a quote.

RENDERING INFORMATION SHEET

In an effort to complete your Color Sketch Rendering to form you will be required to complete the details below and submit at time of entry.

Builder Company Name: _____

Address of Parade Entry: _____

Rendering Contact Number: _____

For each item below, please provide Color Description/Number and Manufacturer

ROOF: _____

SIDING: _____

SHAKES: _____

BOARD & BATTEN: _____

STONE: _____

STUCCO: _____

WINDOWS: _____

TRIM: _____

SASH: _____

SHUTTERS: _____

FRONT DOOR: _____

GARAGE DOORS: _____

FASCIA: _____

BRACKETS: _____

RAILINGS: _____

CHIMNEY: _____

OTHER: _____

Additional Comments: _____

*Please contact the AHBA directly at 828-299-7001 with additional questions regarding this form.
This form must be completed and must accompany entry packet at time of entry.*

BUILDER COMMITMENT FORM

By signing the commitment form, I agree to abide by the following regulations. Note: Please initial in the appropriate space.
If you have any questions, contact the AHBA at 828-299-7001. **PLEASE READ CAREFULLY!**

- _____ 1. All home entries must be, at least, dried in by August 5th for entry into Parade. Please DO NOT enter a home if it will not be at this minimum stage by this date. Notify AHBA by August 5th to have an UNDER CONSTRUCTION banner placed on entry.
- _____ 2. It is the responsibility of the builder to obtain customer approval to enter a custom home. Homes that have been occupied are NOT eligible to be entered.
- _____ 3. Complete Renovations will be accepted in the 2009 Parade of Homes. A complete renovation is defined as a total remodel and the home must be unoccupied at time of entry. Renovations will be approved and accepted on a case by case basis.
- _____ 4. Builder agrees to erect Parade of Homes signage prior to Judging on October 9th according to POH guidelines. All signage (including directional signs) must be removed by October 20th
- _____ 5. Homes must be accessible from 9:00 a.m. to 5:00 p.m. on the day of judging, Friday, October 9th. **NOTE:** If you cannot be available at this time of judging, you may leave a duplicate key in an envelope and clearly marked at the AHBA office the day before judging. Judges will close the house after entry has been judged and leave the key inside the home. Judges will leave a card indicating that they have been there. Builder and/or representative shall have no communication with the judges whatsoever.
- _____ 6. The home must be open and shown by you or your representative(s) between the hours of 11:00 am. and 5:00 p.m. on October 10,11 and October 17,18. No parties shall be held within a Parade Home during the designated POH weekends & times.
- _____ 7. To judge, home must have clean access and must be "substantially" complete for the general public.
- _____ 8. To be judged, home must be "substantially" complete. It is the builder's responsibility to fax to the AHBA offices, the Substantially Complete Affidavit" form which will be given to you at the time of entry, on or before Tuesday, October 6th. A minimum of seven(7) features MUST be fulfilled to be judged. There will be NO EXCEPTIONS.

7 out of 10 features must be fulfilled for judging eligibility.

- Interior Paint and trim completed
- Driveway paved
- Lighting fixtures installed and operable with permanent power
- All areas to tile/vinyl to be installed and complete
- Areas to be landscaped to be 'passable' for traffic accessing house
- All plumbing fixtures installed
- All kitchen cabinets installed with countertops
- All bathroom cabinets installed with countertops
- All areas to receive carpet to be installed and complete
- All areas to receive hardwood must be installed

- _____ 8. If your home is not complete Builder must convey this information to the AHBA offices by Wednesday, August 5th so that an "Under Construction" banner can be placed on your entry, which will instruct the reader to call the Builder for a construction progress update.
- _____ 9. To be eligible for Associate Member Discounts the home must be shown and the product/service must be in the house during the Parade of Homes. Discounts are negotiable between the builder and the associate member, independent of the Home Builders Association. Associate discounts only apply 1 time.
- _____ 10. There will be a maximum of two proofs of entry furnished without charge. Your signature will be required.
- _____ 11. There will be a \$125 refundable deposit required for all Builder Signs per entry. Please bring credit card and/or check when picking up your signs, made payable to AHBA. Signs will be available for pick-up the week of October 5th at the AHBA Office and during the Builder Open House on Tuesday, October 6th, from 3pm until 6pm.
- _____ 12. Modular Homes will be allowed in the Parade as long as the following are met: Permanent Foundation, Deeded Lot, Off Frame Modular ONLY.
- _____ 13. "If Home Sells Policy" - If home sells BEFORE July 7th, Entry will be removed from book and monies refunded less a 20% processing fee. If home sells AFTER July 7th, Entry remains in book with "SOLD—Not Open For Viewing" banner and builder is given a 50% credit for 2010 Parade Entry. Builder is responsible for additional signage on the days of the Parade when home is closed for viewing.
- _____ 14. Entries for judging will be classified in the following categories: 1. New Construction Single Family Homes by price categories, 2. Townhomes, 3. Condos, 4. Complete Renovations.
- _____ 15. Any entry that does not fully abide by the regulations disclosed in the Parade of Homes Entry Packet, each year, will be pulled from the official judging process and the builder/company will be placed on a one year probation from the Asheville Home Builders Parade of Homes. Furthermore, any additional entries in the Parade under the builders name or company will also be pulled from judging during that year.

Builder Name (print) _____

Company Name _____

Signature _____

Date _____

PARTICIPATION AGREEMENT

The Participation Agreement is entered into this _____ day of _____, 2009 by and between the Asheville Home Builders Association (AHBA) and _____ (Builder).

The purpose of this Participation Agreement is for the mutual understanding of said Builders and the AHBA for the showing of a house(s) in the 2009 Parade of Homes (POH).

The Builder agrees that the house(s) entered in said POH shall conform to the rules and regulations established by the POH Executive Committee for the 2009 POH, a copy of which is enclosed hereto and made part of this agreement.

The AHBA agrees that all entry fees shall be used for the purpose of producing and promoting the 2009 POH to insure public attendance to the greatest extent possible. All methods of the 2009 POH promotions shall be determined by the AHBA.

Builder agrees to have their house(s) open for public showing during the published times of the 2009 POH. The builder agrees that they, staff or a company representative **MUST** be present during all parade hours. **NON COMPLIANCE will result in loss of privilege to participate in future parades!** None of the Builder's employees, family, company representatives or their employees shall be eligible for any drawings for prizes which may be part of the overall 2009 POH production.

Each Builder will be required to submit, to the AHBA, the completed Builder Entry Packet for its use which will include:

- ◆ POH Publication
- ◆ Color Rendering, Floor Plan and Home Description
- ◆ Builders bio, home features and directions to home (see Entry Information Sheet)

The undersigned Builders agree to indemnify and hold harmless the AHBA, its Board of Directors, its agents and employees and the 2009 POH Executive Committee from any claims, causes of action or judgments of any kind which may be made against any or all of them arising out of or relating to the undersigned's participation in the AHBA 2009 POH. This indemnification agreement includes, without limitations, claims for bodily injury, death, damage or loss of personal property, breach, of contract, copyright infringement or conversion, or from any financial loss sustained by participation in the 2009 POH and claims arising out of the acts of subcontractors or agents of any profession employed by the Builder.

Violation of the 2009 POH rules and guidelines may result in suspension of future POH participation privileges.

The address(es) of the house(s) entered in the 2009 Parade of Homes is (are):

1. _____
2. _____
3. _____

Builder Signature: _____ Date: _____

Company Name: _____

AHBA Representative Signature: _____

BUILDER ENTRY SUBMISSION CHECKLIST

Please use this form as a checklist to ensure that you are submitting all of the required documentation, information and electronic files for each entry. In order to qualify for Early Bird, Second, Final or Last Minute Entry Deadlines you must provide all materials and information listed below. Please use the checklist below as a guideline.

INCOMPLETE ENTRIES WILL BE RETURNED AND FORCED TO APPLY UNDER A NEW DEADLINE - NO EXCEPTIONS!

- 1. Entry Information Sheet (page 2 of Entry Packet)
- 2. Must Provide Electronic Version of the following items
 - A. Special Features
 - B. Directions to Home
 - C. Builder Biography
 - D. Builder Photo (can be taken at AHBA Office at time of entry.)
 - E. Logos
 - F. Floor Plans
- 3. Must submit electronic or paper version of elevation (see details and sample on pages 3 & 4 of Entry Packet)
- 4. Must submit electronic or paper version of completed Rendering Information Sheet (form located on page 5 of Entry Packet)
- 5. Complete Proofing Responsibility Portion (located on page 3 of Entry Packet)
- 6. Initial and Sign Builder Commitment Form (page 6 of Entry Packet)
- 7. Complete Participation Agreement (page 7 of Entry Packet)

*Substantially Complete Builder Affidavit will be provided to entrants at time of entry. Affidavit must be signed and returned to the AHBA Office by October 6th in order to be eligible for judging.